



11 Reasons to List During the Holidays

- 1. People who look for a home during the Holidays are more serious buyers!**
- 2. Serious buyers have fewer houses to choose from during the Holidays and less competition means more money for you!**
- 3. Since the supply of listings will dramatically increase in January, there will be less demand for your particular home! Less demand means less money for you!**
- 4. Houses show better when decorated for the Holidays!**
- 5. Buyers are more emotional during the Holidays, so they are more likely to pay your price!**
- 6. Buyers have more time to look for a home during the Holidays than they do during a working week!**
- 7. Some people must buy before the end of the year for tax reasons!**
- 8. January is traditionally the month for employees to begin new jobs. Since transferees cannot wait until Spring to buy, you must be on the market now to capture that market!**
- 9. You can still be on the market, but you have the option to restrict showings during the six or seven days during the Holidays!**
- 10. You can sell now for more money and we will provide for a delayed closing or extended occupancy until early next year!**
- 11. By selling now, you may have an opportunity to be a non-contingent buyer during the Spring, when many more houses are on the market for less money! This will allow you to sell high and buy low!**